



ENTICE. ENGAGE. EDUCATE. EMPOWER.

## SEP OVERVIEW

### Leading Spanish-language media network

- Located in U.S.-based Latin American consulates, where captive audiences experience wait times of 2-4 hours on average
- Trusted brand built through 10 years of delivering innovative media to the Latino community

### Broad reach

- Over 9 million unique consumers reached annually

### Deep consumer engagement

- Pioneer in driving consumer engagement through educational content

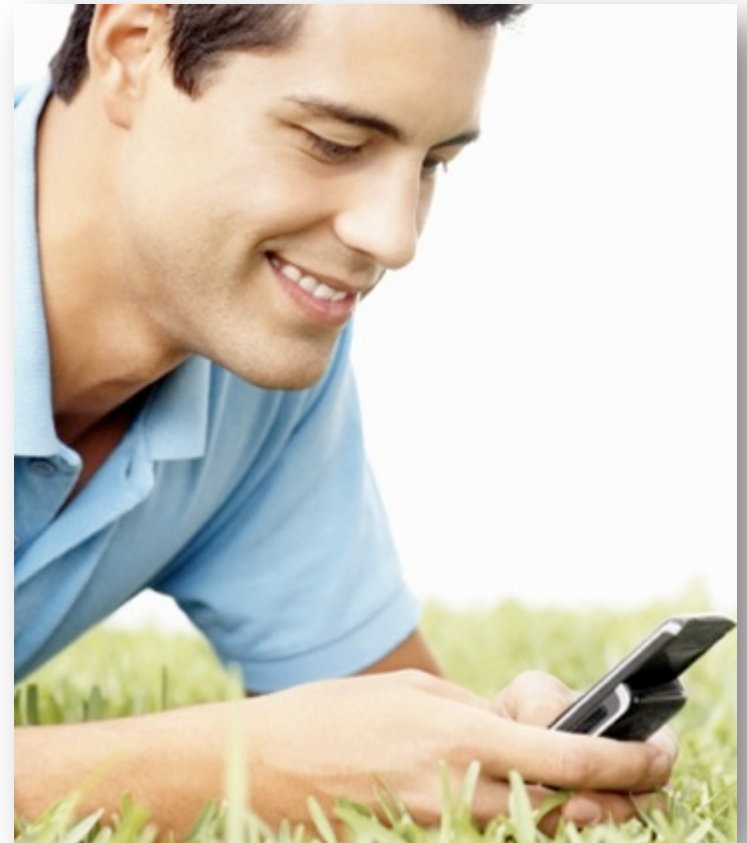
### Measurable ROI

- 3rd-party audited traffic data
- Measurable return metrics across all platforms



## SEP AUDIENCE: ACCESS TO TECHNOLOGY

- Smartphone penetration: 85%+
- Prepaid Phone Users: 62%
- Unlimited Texting Plan: 87%
- Download Mobile Apps: 72%
- Top Social Media App: Facebook: 73%
- Access to a Home Computer: 43%
- Personal Email Address: 33%



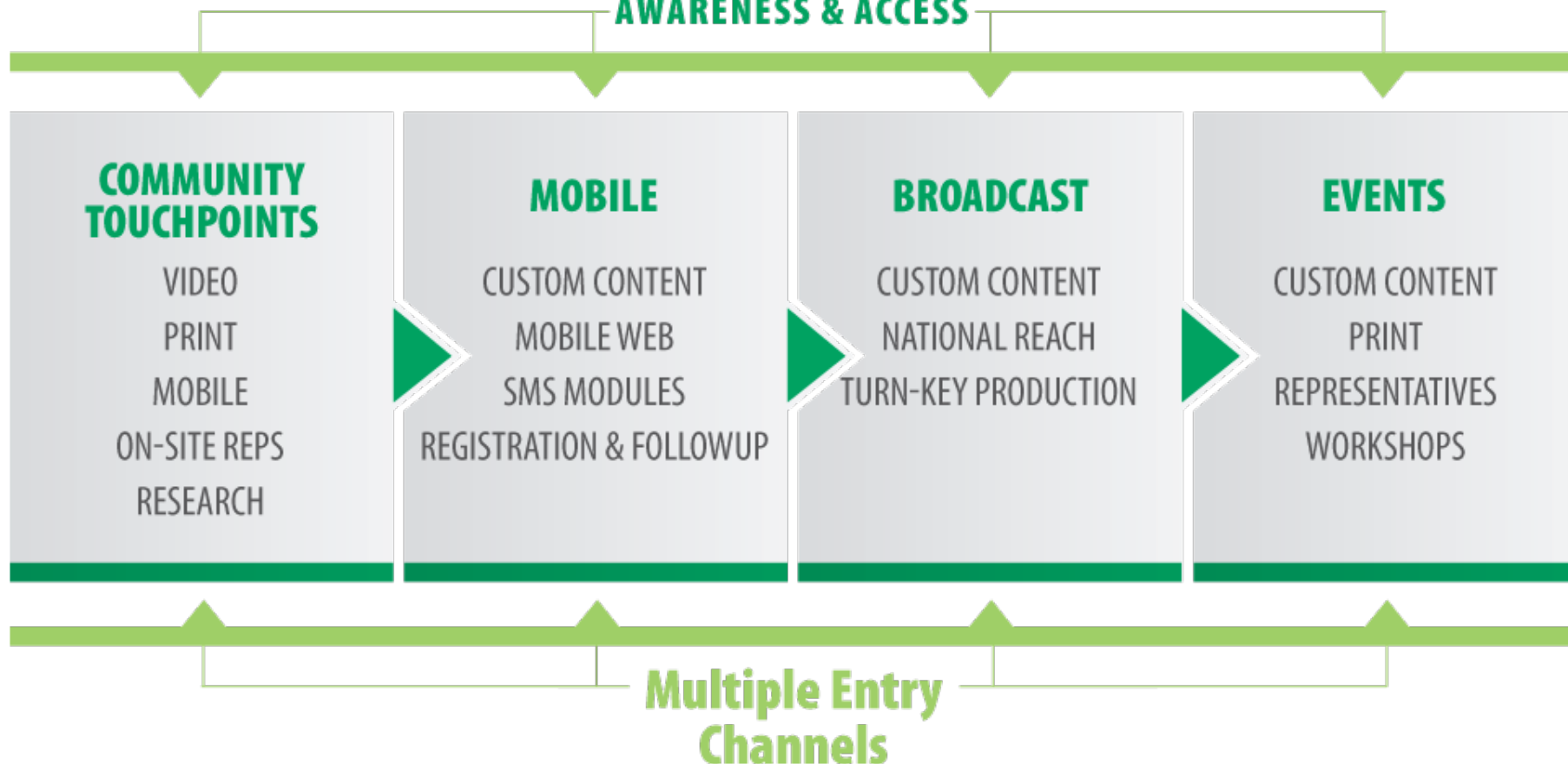
## SEP AUDIENCE: FINANCIAL SNAPSHOT

- Currently have a Financial Plan: 25%
- Interest in Financial Counseling: 65%
- Top Counseling Interest: Budgeting 42%
- Full-Time Employment: 39%
- Currently have a Bank Account: 40%
- Aware of Direct Deposit Options: 59%
- Cash Check at Check-Cashing Stores: 63%



## Engagement + Client Sign Up + Retention

### AWARENESS & ACCESS





## THE LATINO EMPOWERMENT NETWORK

SEP has an extensive client base, including fortune 500 companies, non-profit organizations and state agencies:



# **Financial Literacy Case Study: ClearPoint**





THE LATINO EMPOWERMENT NETWORK

## CAMPAIGN OVERVIEW

### Objective:

- **Content Development:** Develop & produce educational & entertaining content that promotes financial literacy and ClearPoint's services.
- **Brand Awareness:** Increase awareness & consideration of ClearPoint's financial services by empowering Hispanic consumers with financial tools & resources.

### Nine Markets:

- Austin, Los Angeles, Miami, New York, Raleigh, Sacramento, San Antonio, San Diego, Santa Ana.

### Campaign Duration:

- 06/03/2013-06/02/2014





# ClearPoint Financial Literacy Campaign



Turn-key development of custom survey providing consumer insights.



Full production of 5 ClearPoint branded financial literacy videos & targeted distribution.



Custom development of mobile messages promoting continued financial literacy & CTA.



High quality referral generation leveraging SEP's high-touch network & in-house expertise.

WEEKS	TRAFFIC	SPOTS AIRED	MOBILE REACH	MOBILE EFERRALS GENERATED IN 4 WEEKS
32	932,962	22,291	4,800	241

## CUSTOMER REFERRAL & FOLLOW-UP SYSTEM

- **Customer Acquisition Workflow Feedback:** Resulting in higher appointment rates & development of new referral system
- **Development of Mobile Referral System:**
  - Mobile Messaging Test: Allows for on-going testing & targeted execution:

THEME	CLICK THROUGH RATE
HOME BUYING	14%
STUDENT LOAN	11%
CREDIT	5%
DEBT	5%



SEP AVERAGE	INDUSTRY AVERAGE
5-8%	< 1%

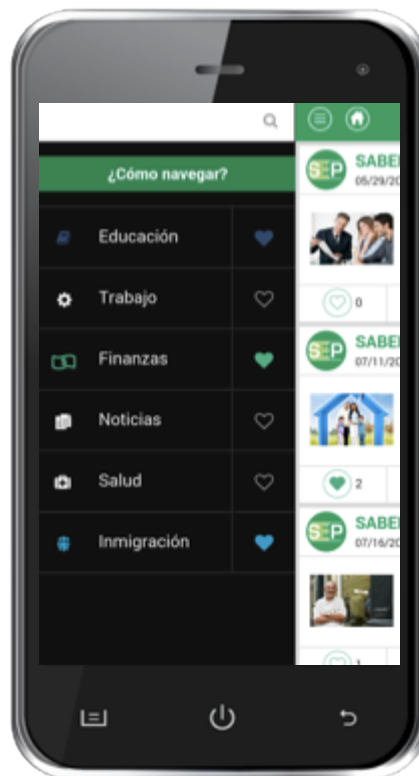
- Execution: Referrals automatically generated via SEP's mobile program
- Referral Reports: Generated daily. Include: Name, contact info, topic of interest & best time to call.

## FUTURE MOBILE PROJECT

Strategy, design, development, and deployment of turn key mobile programs.



CAPTURE KEY USER DATA



DELIVER CUSTOM FINANCIAL EDUCATION CONTENT  
BASED ON USER PREFERENCE

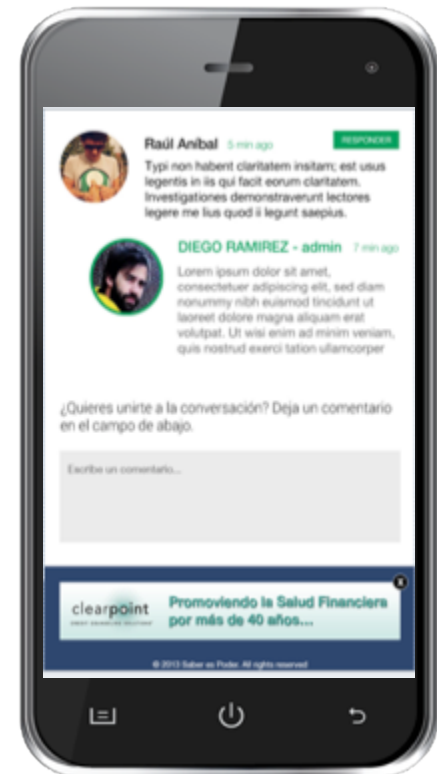
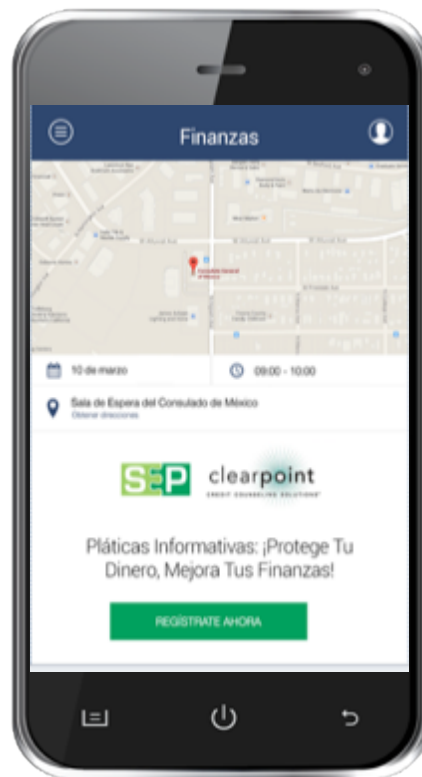


# FUTURE MOBILE PROJECT

Strategy, design, development, and deployment of turn key mobile programs.



ADVERTISE EVENTS AND FACILITATE RSVP



DEDICATED Q&A SECTION

# THANK YOU!

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